CONCEPT: "OUT OF THE BLUE" MILLENNIAL PARTY

May 1999 begins the countdown to the biggest New Year's Eve ever! The year 2000 is just an incredible party away! And Parliament is the host!

Description – Local Event

- A blitz team consisting of merchandisers and the Market Manager spontaneously visits nightclubs and bars "out of the blue", two to four nights a week. They interact with eligible consumers and encourage them to fill out a survey and receive a free lighter and be eligible to win prizes. Prizes with a New Year's theme are raffled.
- Qualifiers who fill out the card will also receive a ticket bearing a toll-free number used to inform them of the location for the monthly Parliament Countdown to the Millennium party.
- Team will generate trial by making Parliament packs available at $1.00 each.
- Each month, from June through November, a Countdown to the Millennium party will be held at a different local hot spot.
- A DJ featuring music through the years (60's, 70's, 80's, & 90's) will host the party, giving away great prizes and leading the count down at the pseudo New Year's party while consumers enjoy all of the usual New Year's festivities.
- At each of the six Millennium parties, one person will win tickets to attend a party on New Year's Eve hosted by Parliament at a top club locally where they will be treated as VIP's. Winners will be able to invite up to 10 guests.
- All those who have filled out a name generation card will then be eligible to win the grand prize – a trip for two to the Big Apple to celebrate the New Year 2000 in New York City.
- Eligible consumers will receive invitations via the mail throughout the year to the monthly countdown parties giving them the chance to count down each month with Parliament.

Description – National Event

- One winner and a guest from each of the 31 markets will win a 4 day/3 night trip to New York City as guests of Parliament to celebrate the Millennial New Year. Depending on budget, this could be expanded to allow one winner from each monthly party to win a trip to New York to celebrate New Years Eve with Parliament.
- The Ultimate Grand Prize winners would travel to London to spend New Years Eve at the "Parliament." The selected winners would then board the Concorde by 1:00am to make it to New York City for a second New Year's Eve countdown. The theme could be "Can They Make It" or "Two for 2000". The local parties in each market could be kept updated with their progress.

2071184838

Source: https://www.industrydocuments.ucsf.edu/docs/gyjn0004

1999 PARLIAMENT CONCEPTS

FIELD MARKETING & MANAGEMENT, INC.

"Out Of The Blue" Millennial Party (attached)

Look Out For the Parliament Man (attached)

Ultimate "Out of the Blue" Escape Party (attached)

Soar "Out Into The Wild Blue Yonder" (attached)

GARY M. REYNOLDS & ASSOCIATES

"Earth"

- Build your own club in a city - short term
- High-tech, controllable atmosphere
- Week-long Clipper Ship cruise with island parties along the way

"Water"

- Parties on boats-docked clubs and fulfillment cruises-based on market potential
- High-tech, changes by market and ship availability
- In-club and on-board promotions
- Mega on-board party cruise
- High-tech, controllable atmosphere

"Air"

- Regional concert series in local major live music venues
- High-tech applications based on local clubs
- Super concert with up and downlink total interaction for consumers

---

OPUS EVENT MARKETING

Parliament Planet

- Bar night Thursday evening-winner selected (and guest)
- Win a long weekend "radical sabbatical" to one of three cities (Chicago, New York and Las Vegas)
- Bar walls covered with various maps

2071184839

Source: https://www.industrydocuments.ucsf.edu/docs/gyjn0004

1999 PARLIAMENT CONCEPTS

OPUS EVENT MARKETING

Parliament Cabaret Club

- Piano man plays melodies
- Digital cameras with logos
- Bar walls covered in photos of yesteryear celebrities
- Guests win entertainment system related prizes

Parliament Pool Nights

- Guests play pool in bars and pool halls
- Win prizes through contests of skill and random drawings

CONTEMPORARY MARKETING, INC.

"31"

- Per market, consumers selection of 10 pre-determined bars to receive a Parliament make-over
- The bars will be a "face-lift" (renovate bar area, improve light and sound system)
- Week long grand opening including local talent
- Wave II - possible extension of music tour acts

Summit in the Sand

- Selected consumers will be invited to participate in a bar night with the chance to win an all expense paid trip with a friend
- Pre-qualified consumers will arrive with luggage
- That evening 2 people (plus guests) win the trip to a destination (Hotel Parliament) and taken to the airport
- A video from the trip will be shown in the winning establishments upon the winners return
- Wave II - possible follow-up bar nights utilizing the winners video as the centerpiece of the activities

Get a Match

- Game show for met-one pre-qualified male and female will be chosen to be contestants
- Lifestyle question will be asked
- Match will be made on site
- 2 winning couple selections in each venue ([per market) will win a "dream date"

12/1/98

2071184840

Source: https://www.industrydocuments.ucsf.edu/docs/gyjn0004